



WSOC-TV
P.O. Box 37001
Charlotte, NC 28237
ph: (704) 335-4800
fx: (704) 335-4960

Advertiser
Agency
Buyer
Salesperson

Pol/Iss/NC Citizens 4 Progress (16868)
Shorr & Associates (2909)
D'ETTORRE, MICHAEL
Telerep/Philadelphia, Philadelphia (1057)
ph: (555) 555-5555

Invoice 645363
Inv Date 10/28/2012
Terms Net 30
Contract 331233
Bill Type Standard
Period 10/1/2012 - 10/28/2012

Shorr & Associates
1831 Chestnut Street
Philadelphia, PA 19103

AgM

Product
Brand
Acct Types
Est/Headline
Demo
Revision
Comments

Political - Issue (1068)
NC CITIZENS PROGRESS (136194)
National/Political
/06313244

NC CITIZENS PROGRESS
***** THIS IS A CASH IN ADVANCE

CO-OP/Order Type No/Normal
Package
Gen. Date 10/31/2012 11:31:29AM

Charlotte (WSOC)

DUPLICATE INVOICE

| Line | Type | Scheduled | Schedule Days to Run | Air Time | Length | Program | Copy/ISC | Amount | Remarks |
|------|-------------------------------|-----------------------|---------------------------|-----------------------|---------|--------------------------------|------------|-----------|---------|
| 1.1 | Contract Line Remarks: | | 1X MAX/DAY | | | | | | |
| | Spot | 5:30:00AM- 6:00:00AM | Day, Tu-1, W-1, Th-1, F-1 | 10/09/12 5:53AM (Tu) | 00:30 | EYEWITNESS NEWS DAYBREAK 5A-6A | NCCPTV1214 | \$800.00 | |
| | Spot | 5:30:00AM- 6:00:00AM | Day, Tu-1, W-1, Th-1, F-1 | 10/10/12 5:42AM (We) | 00:30 | EYEWITNESS NEWS DAYBREAK 5A-6A | NCCPTV1214 | \$800.00 | |
| | Spot | 5:30:00AM- 6:00:00AM | Day, Tu-1, W-1, Th-1, F-1 | 10/11/12 5:52AM (Th) | 00:30 | EYEWITNESS NEWS DAYBREAK 5A-6A | NCCPTV1214 | \$800.00 | |
| | Spot | 5:30:00AM- 6:00:00AM | Day, Tu-1, W-1, Th-1, F-1 | 10/12/12 5:43AM (Fr) | 00:30 | EYEWITNESS NEWS DAYBREAK 5A-6A | NCCPTV1214 | \$800.00 | |
| 2.1 | Contract Line Remarks: | | 1X MAX/DAY | | | | | | |
| | Spot | 5:30:00AM- 6:00:00AM | Day, M-1 | 10/15/12 5:42AM (Mo) | 00:30 | EYEWITNESS NEWS DAYBREAK 5A-6A | NCCPTV1214 | \$800.00 | |
| 3.2 | Contract Line Remarks: | | 1X MAX/DAY | | | | | | |
| | Spot | 7:00:00AM- 8:00:00AM | Day, Tu-1, Th-1 | 10/09/12 7:29AM (Tu) | 00:30 | GOOD MORNING AMERICA 7A-8A | NCCPTV1214 | \$2000.00 | |
| | Spot | 7:00:00AM- 8:00:00AM | Day, Tu-1, Th-1 | 10/11/12 7:29AM (Th) | 00:30 | GOOD MORNING AMERICA 7A-8A | NCCPTV1214 | \$2000.00 | |
| 4.1 | Contract Line Remarks: | | 1X MAX/DAY | | | | | | |
| | Spot | 7:00:00AM- 8:00:00AM | Day, M-1 | 10/15/12 7:28AM (Mo) | 00:30 | GOOD MORNING AMERICA 7A-8A | NCCPTV1214 | \$2000.00 | |
| 5.2 | Contract Line Remarks: | | 1X MAX/DAY | | | | | | |
| | Spot | 8:00:00AM- 9:00:00AM | Day, Tu-1 | 10/09/12 8:54AM (Tu) | :15/:15 | GOOD MORNING AMERICA M-F 8A-9A | NCCPTV1215 | \$1000.00 | |
| | Spot | 8:00:00AM- 9:00:00AM | Day, Tu-1 | 10/09/12 8:56AM (Tu) | :15/:15 | GOOD MORNING AMERICA M-F 8A-9A | NCCPTV1215 | \$1000.00 | |
| 6.2 | Contract Line Remarks: | | 1X MAX/DAY | | | | | | |
| | Spot | 8:00:00AM- 9:00:00AM | Day, M-1 | 10/15/12 8:53AM (Mo) | :15/:15 | GOOD MORNING AMERICA M-F 8A-9A | NCCPTV1215 | \$1000.00 | |
| | Spot | 8:00:00AM- 9:00:00AM | Day, M-1 | 10/15/12 8:55AM (Mo) | :15/:15 | GOOD MORNING AMERICA M-F 8A-9A | NCCPTV1215 | \$1000.00 | |
| 7.1 | Contract Line Remarks: | | 1X MAX/DAY | | | | | | |
| | Spot | 12:00:00PM- 1:00:00PM | Day, Tu-1, W-1, Th-1, F-1 | 10/09/12 12:44PM (Tu) | 00:30 | EYEWITNESS NEWS 12P | NCCPTV1214 | \$800.00 | |
| | Spot | 12:00:00PM- 1:00:00PM | Day, Tu-1, W-1, Th-1, F-1 | 10/10/12 12:54PM (We) | 00:30 | EYEWITNESS NEWS 12P | NCCPTV1214 | \$800.00 | |
| | Spot | 12:00:00PM- 1:00:00PM | Day, Tu-1, W-1, Th-1, F-1 | 10/11/12 12:52PM (Th) | 00:30 | EYEWITNESS NEWS 12P | NCCPTV1214 | \$800.00 | |
| | Spot | 12:00:00PM- 1:00:00PM | Day, Tu-1, W-1, Th-1, F-1 | 10/12/12 12:54PM (Fr) | 00:30 | EYEWITNESS NEWS 12P | NCCPTV1214 | \$800.00 | |
| 8.1 | Contract Line Remarks: | | 1X MAX/DAY | | | | | | |
| | Spot | 12:00:00PM- 1:00:00PM | Day, M-1 | 10/15/12 12:39PM (Mo) | 00:30 | EYEWITNESS NEWS 12P | NCCPTV1214 | \$800.00 | |
| 9.1 | Contract Line Remarks: | | 2X MAX/DAY | | | | | | |
| | Spot | 4:00:00PM- 5:00:00PM | Day, Tu-2, W-2, Th-2, F-2 | 10/09/12 3:59PM (Tu) | 00:30 | DR. OZ SHOW | NCCPTV1214 | \$850.00 | |
| | Spot | 4:00:00PM- 5:00:00PM | Day, Tu-2, W-2, Th-2, F-2 | 10/09/12 4:30PM (Tu) | 00:30 | DR. OZ SHOW | NCCPTV1214 | \$850.00 | |
| | Spot | 4:00:00PM- 5:00:00PM | Day, Tu-2, W-2, Th-2, F-2 | 10/10/12 3:59PM (We) | 00:30 | DR. OZ SHOW | NCCPTV1214 | \$850.00 | |
| | Spot | 4:00:00PM- 5:00:00PM | Day, Tu-2, W-2, Th-2, F-2 | 10/10/12 4:41PM (We) | 00:30 | DR. OZ SHOW | NCCPTV1214 | \$850.00 | |
| | Spot | 4:00:00PM- 5:00:00PM | Day, Tu-2, W-2, Th-2, F-2 | 10/11/12 3:59PM (Th) | 00:30 | DR. OZ SHOW | NCCPTV1214 | \$850.00 | |
| | Spot | 4:00:00PM- 5:00:00PM | Day, Tu-2, W-2, Th-2, F-2 | 10/11/12 4:56PM (Th) | 00:30 | DR. OZ SHOW | NCCPTV1214 | \$850.00 | |
| | Spot | 4:00:00PM- 5:00:00PM | Day, Tu-2, W-2, Th-2, F-2 | 10/12/12 4:20PM (Fr) | 00:30 | DR. OZ SHOW | NCCPTV1214 | \$850.00 | |
| | Spot | 4:00:00PM- 5:00:00PM | Day, Tu-2, W-2, Th-2, F-2 | 10/12/12 4:54PM (Fr) | 00:30 | DR. OZ SHOW | NCCPTV1214 | \$850.00 | |
| 10.1 | Contract Line Remarks: | | 2X MAX/DAY | | | | | | |
| | Spot | 4:00:00PM- 5:00:00PM | Day, M-2 | 10/15/12 4:21PM (Mo) | 00:30 | DR. OZ SHOW | NCCPTV1214 | \$850.00 | |
| | Spot | 4:00:00PM- 5:00:00PM | Day, M-2 | 10/15/12 4:39PM (Mo) | 00:30 | DR. OZ SHOW | NCCPTV1214 | \$850.00 | |
| 11.1 | Contract Line Remarks: | | 1X MAX/DAY | | | | | | |
| | Spot | 5:30:00PM- 6:00:00PM | Day, Tu-1, W-1, Th-1, F-1 | 10/09/12 5:52PM (Tu) | 00:30 | EYEWITNESS NEWS 530P | NCCPTV1214 | \$2600.00 | |



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Agency **Shorr & Associates (2909)**
Buyer **D'ETTORRE, MICHAEL**
Salesperson **Telerep/Philadelphia, Philadelphia (1057)**
ph: (555) 555-5555

Invoice **645363**
Inv Date **10/28/2012**
Terms **Net 30**
Contract **331233**
Bill Type **Standard**
Period **10/1/2012 - 10/28/2012**

Shorr & Associates
1831 Chestnut Street
Philadelphia, PA 19103

Product **Political - Issue (1068)**
Brand **NC CITIZENS PROGRESS (136194)**
Acct Types **National/Political**
Est/Headline **/06313244**
Demo
Revision
Comments **NC CITIZENS PROGRESS**
******* THIS IS A CASH IN ADVANCE**

CO-OP/Order Type **No/Normal**
Package
Gen. Date **10/31/2012 11:31:29AM**

AgM

Charlotte (WSOC)

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| Line | Type | Scheduled | Schedule Days to Run | Air Time | Length | Program | Copy/ISC | Amount | Remarks |
|------|-------------------------------|-----------------------|-----------------------|-----------------------|---------|-------------------------------|-----------------------|-----------|----------------|
| | Spot | 5:30:00PM- 6:00:00PM | Day,Tu-1,W-1,Th-1,F-1 | 10/10/12 5:53PM (We) | 00:30 | EYEWITNESS NEWS 530P | NCCPTV1214 | \$2600.00 | |
| | Spot | 5:30:00PM- 6:00:00PM | Day,Tu-1,W-1,Th-1,F-1 | 10/11/12 5:44PM (Th) | 00:30 | EYEWITNESS NEWS 530P | NCCPTV1214 | \$2600.00 | |
| | Spot | 5:30:00PM- 6:00:00PM | Day,Tu-1,W-1,Th-1,F-1 | 10/12/12 5:44PM (Fr) | 00:30 | EYEWITNESS NEWS 530P | NCCPTV1214 | \$2600.00 | |
| 12.1 | Contract Line Remarks: | | 1X MAX/DAY | | | | | | |
| | Spot | 5:30:00PM- 6:00:00PM | Day,M-1 | 10/15/12 5:52PM (Mo) | 00:30 | EYEWITNESS NEWS 530P | NCCPTV1214 | \$2600.00 | |
| 13.1 | Contract Line Remarks: | | 1X MAX/DAY | | | | | | |
| | Spot | 6:00:00PM- 6:30:00PM | Day,W-1,Th-1 | 10/10/12 6:24PM (We) | 00:30 | EYEWITNESS NEWS 6P | NCCPTV1214 | \$3000.00 | |
| | Spot | 6:00:00PM- 6:30:00PM | Day,W-1,Th-1 | 10/11/12 6:29PM (Th) | 00:30 | EYEWITNESS NEWS 6P | NCCPTV1214 | \$3000.00 | |
| 14.2 | Contract Line Remarks: | | 1X MAX/DAY | | | | | | |
| | Spot | 11:00:00PM-11:35:00PM | Day,W-1 | 10/10/12 11:30PM (We) | :15/:15 | EYEWITNESS NEWS 11P M-SU | NCCPTV1215 | \$2000.00 | |
| | Spot | 11:00:00PM-11:35:00PM | Day,W-1 | 10/10/12 11:32PM (We) | :15/:15 | EYEWITNESS NEWS 11P M-SU | NCCPTV1215 | \$2000.00 | |
| 15.1 | Contract Line Remarks: | | 1X MAX/DAY | | | | | | |
| | Spot | 11:00:00PM-11:35:00PM | Day,M-1 | 10/15/12 11:33PM (Mo) | 00:30 | EYEWITNESS NEWS 11P M-SU | NCCPTV1214 | \$4000.00 | |
| 16.1 | Contract Line Remarks: | | 1X MAX/DAY | | | | | | |
| | Spot | 7:00:00AM- 8:00:00AM | Day,Sa-1 | 10/13/12 7:22AM (Sa) | 00:30 | EYEWITNESS NEWS SATURDAY 7A | NCCPTV1214 | \$800.00 | |
| 17.2 | Contract Line Remarks: | | 1X MAX/DAY | | | | | | |
| | Spot | 8:00:00AM- 9:00:00AM | Day,Sa-1 | 10/13/12 8:29AM (Sa) | :15/:15 | Good Morning America Saturday | NCCPTV1215 | \$600.00 | |
| | Spot | 8:00:00AM- 9:00:00AM | Day,Sa-1 | 10/13/12 8:30AM (Sa) | :15/:15 | Good Morning America Saturday | NCCPTV1215 | \$600.00 | |
| 18.0 | Contract Line Remarks: | | 1X MAX/DAY | | | | | | |
| | Spot | 7:00:00AM- 8:00:00AM | Day,W-1,F-1 | 10/12/12 7:59AM (Fr) | :15/:15 | GOOD MORNING AMERICA 7A-8A | NCCPTV1215 | \$1000.00 | |
| | Spot | 7:00:00AM- 8:00:00AM | Day,W-1,F-1 | 10/12/12 8:00AM (Fr) | :15/:15 | GOOD MORNING AMERICA 7A-8A | NCCPTV1215 | \$1000.00 | |
| 18.0 | Spot | | | 10/10/12 | | | 1 preempt @ \$2000.00 | \$0.00 | Political |
| 19.1 | Contract Line Remarks: | | 1X MAX/DAY | | | | | | |
| | Spot | 6:00:00AM- 7:00:00AM | Per week (1),Fr | 10/12/12 6:07AM (Fr) | :15/:15 | EYEWITNESS NEWS DAYBREAK 6A | NCCPTV1215 | \$1000.00 | M/G For 18.0.1 |
| | Spot | 6:00:00AM- 7:00:00AM | Per week (1),Fr | 10/12/12 6:09AM (Fr) | :15/:15 | EYEWITNESS NEWS DAYBREAK 6A | NCCPTV1215 | \$1000.00 | M/G For 18.0.1 |

We warrant that the actual broadcast information shown on this invoice was taken from the official program log.

| | | | |
|-------------|--------------|-------------|----|
| Gross Total | \$59,500.00 | Total Spots | 44 |
| Commission | (\$8,925.00) | | |
| Net Total | \$50,575.00 | | |